

**SOUTHEASTERN MICHIGAN HIV/AIDS COUNCIL  
(SEMHAC)**

**MEDIA/MARKETING COMMITTEE MEETING**

Detroit Health Department

420C

Wednesday, March 3, 2004

**AGENDA**

Call to Order

Moment of Silence

Welcome/Introductions

Guest: Michael Sellers, Channel 56

Acceptance of Agenda

Objectives

- To decide on the following issues:
  - a. secure three (3) bids and order SEMHAC ribbon pins
  - b. confirm calendar of events schedule for the year
- To conduct a SWOT analysis as a framework for the 2004 workplan

2004 Media/Marketing Meeting Dates

New Business:

BET Film competition – “A Call To Action”  
National HIV Testing Day  
National Condom Day

Old Business:

Media Marketing Work Plan

Public Education Campaign/Comprehensive Plan

Current Events:

- Town Hall Meeting: Homophobia in Detroit (January 28)
- National Black HIV/AIDS Awareness Day (Saturday, Feb. 7)
- National Black Church Week of Prayer for the Healing of AIDS (March 7-13)
- NAACP Freedom Weekend (April 23-25)
- World AIDS Day (December 1)

SWOT Analysis

Announcements

Next Meeting Date April 14, 2004 (second Wednesday)

Adjournment